**Programme To attract tourists**

3016. DR. AKHILESH DAS:
SHRI RAJEEV SHUKLA:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government have started a programme titled 'Atithi Devo Bhavah' in seven States to attract more tourists;

(b) if so, the details of the programme and facilities offered under it;

(c) whether this programme will be extended to more States; and

(d) if so, the proposed schedule of extension thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) 'Atithi Devo Bhavah' is a Social Awareness Campaign aimed at providing the inbound tourist with a sense of being welcomed by and to the country. The Campaign targets general public as a whole, while focussing mainly on the stakeholders of the tourism industry. The main components of the campaign are training and orientation programme for taxi & auto drivers, porters, coolies, etc. and mass media campaign. The first phase of the campaign was completed in March 2005. The Second Phase of the Campaign has already been launched with effect from October 2005.

(c) & (d) Extension of the campaign to other States is on the basis of their *inter-se* priority and availability of funds under the respective head.

**Facilities for foreign tourists at temple towns**

3017. SHRI SU. THIRUNAVUKKARASAR:
SHRI S. ANBALAGAN:

Will the Minister of TOURISM be pleased to state:

(a) the number of tourists visited the country during each of the last three years;

(b) the foreign exchange earned as a result of tourists arrival in the country during each of the last three years;

(c) whether Government propose to augment infrastructural facilities in major temple towns of the country which attract large number of foreign tourists; and

(d) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) An estimated 2.38 million, 2.72 million and 3.37 million foreign tourists arrived in India during the years 2002, 2003 and 2004 respectively.

(b) Foreign exchange earnings from tourism, as estimated for the years 2002, 2003 and 2004 are US$ 2923 Million, 3533 Million and 4810 Million respectively.

(c) and (d) Development of tourist places is primarily the responsibility of State Governments concerned. The Ministry of Tourism, however, provides Central Financial Assistance to the State Governments for development of infrastructure in places of tourist interests in the States based on *inter-se* priority and in discussions held with them every year under the schemes run by the Ministry.

**Development of tourist spots in UP and North-Eastern region**

3018. SHRI T.R. ZELIANG:
PROF. M.M. AGARWAL:

Will the Minister of TOURISM be pleased to state:

(a) whether any new places and areas have been identified by Government for the development of tourist areas in Uttar Pradesh and North-Eastern States during the current financial year;

(b) if so, the details thereof with the budget allocation; and

(c) the details of the projects formulated by the Central Government for the development of these areas?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) to (c) The Ministry of Tourism has sanctioned several projects for infrastructure development of tourist areas/destinations in consultation with the State Governments of Uttar